



May 12, 2008

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., Room TW-A325
Washington, D.C. 20554

Re: MB Docket No. 04-233

Dear Ms. Dortch:

Special Olympics Wisconsin (SOWI) is a statewide organization providing persons with cognitive disabilities year-round sports training and competition. Individuals who are at least eight years old and are identified as having a cognitive disability are eligible for participation.

With seven Area offices throughout the state, Special Olympics Wisconsin serves nearly 10,000 athletes in nearly 220 communities statewide. SOWI is one of the 50 state programs and one of nearly 165 countries providing this opportunity to more than one million athletes worldwide.

WKOW-TV has become one of the major media partners in helping SOWI reach both its financial and volunteer recruitment goals. As a non-profit with a limited expense budget we need to rely on local supporters such as WKOW to help us reach out to the local community. From WKOW's generous in-kind support of airtime we are able to obtain much needed finances and volunteers to serve over 6,000 SOWI athletes in the Madison area.

In the past, WKOW has helped SOWI by giving airtime towards our major Polar Plunge fundraising activity. Without this airtime we would not be able to generate the publicity needed to get appropriate attendance at this event. In addition, there have been times when we are in need of volunteers for our SOWI events and have relied on WKOW coverage to push for additional volunteers to ensure a great sports competition.

Sincerely,


John Weichelt
Regional Director of Development

Special Olympics Wisconsin
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